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India

Exporter Guide

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Report Highlights:

India is a small but growing market for imported consumer food products. Food exporters face high tariffs, effective bans on some products and strong competition from domestic producers, but opportunities are emerging for certain products. Young and higher income consumers are becoming increasingly open to consuming processed food products, eating out and trying foreign cuisines. In addition, India's small modern retail sector has expanded in recent years. A core of professional importers who seek to manage brands rather than trade in food has developed and Indian importers often attend major international food shows in search of new products. USDA has endorsed one annual food show in India. Exporters seeking to establish a presence in the Indian market should first seek to determine if a product has market access and then be prepared to be patient, start small and comply with special labeling requirements. A 15 percent devaluation of the rupee against the dollar over the past year may affect importer and consumer appetites for imported foods during 2014.

Post:

Executive Summary:

SECTION 1: MARKET OVERVIEW

In 2010, annual GDP growth reached 8.5 percent, then slipped to to a ten-year low of 5 percent in 2012 and to 4.4 percent for the quarter ending June 30, 2013. The economy is challenged by a year-long depreciation of the rupee, stubborn inflation and a looming fiscal deficit. Nevertheless, India has one of the world's fastest growing large economies and, by some estimates, is projected to become the world's third largest economy by 2025.

Food inflation, which has been in the double digits for much of the past few years, is a particular concern. Food inflation had been 8-10 percent over the past few months. Thus far, the Government of India has not taken recent steps to lower tariffs or to improve access for imported products as a means of easing food inflation. Nevertheless, led by commodities such as pulses and vegetable oil for which tariffs were already low, India's agricultural imports jumped from \$7.2 billion in 2007 to \$20.3 billion in 2012. Imports of consumer-ready foods, led by nuts and fresh and dried fruits have doubled since 2008 to \$2.1 billion.

A. Food Purchasing Behavior

Traditionally, the Indian food consumer was someone who shopped regularly at small neighborhood stores for fresh ingredients to prepare Indian foods at home. Consumers rarely ate out and rarely consumed or prepared foods from other countries or cultures. Consumers adjusted their consumption to the seasonal or regional availability of food and it was common for the type of food consumed to change significantly between regions, within a state or from rural to urban areas. While many of these patterns still hold true for the vast majority of Indians, food purchasing behaviors, particularly for upper income consumers, are beginning to change with the emergence of cafes, fastfood restaurants, supermarkets, processed foods, larger refrigerators, 24-hour television food channels, easier access to imported foods, women working outside the home, rising numbers of nuclear families and the introduction of foreign cuisines.

In nominal terms, total expenditures on food and non-alcoholic beverages increased 46 percent between 2007 and 2012 to an estimated \$327 billion. Despite persistently high food inflation in recent years, spending on food and non-alcoholic beverages accounted for 30 percent of total expenditures in 2012, down from 32.5 percent in 2007 according to data provided by Euromonitor. Lower income consumers spend a significantly higher portion of their income on food. Of total households, those accounting for the lowest 10 percent of incomes (annual incomes of less than \$800) spent 55 percent of their income on food, while the 10 percent of households with highest incomes (annual incomes of \$12,500 or more) spent 9 percent of their incomes on food in 2012. An estimated 20 to 30 percent of Indians are lacto-vegetarians and the bulk of household expenditures go to cereals, milk, cheese and eggs.

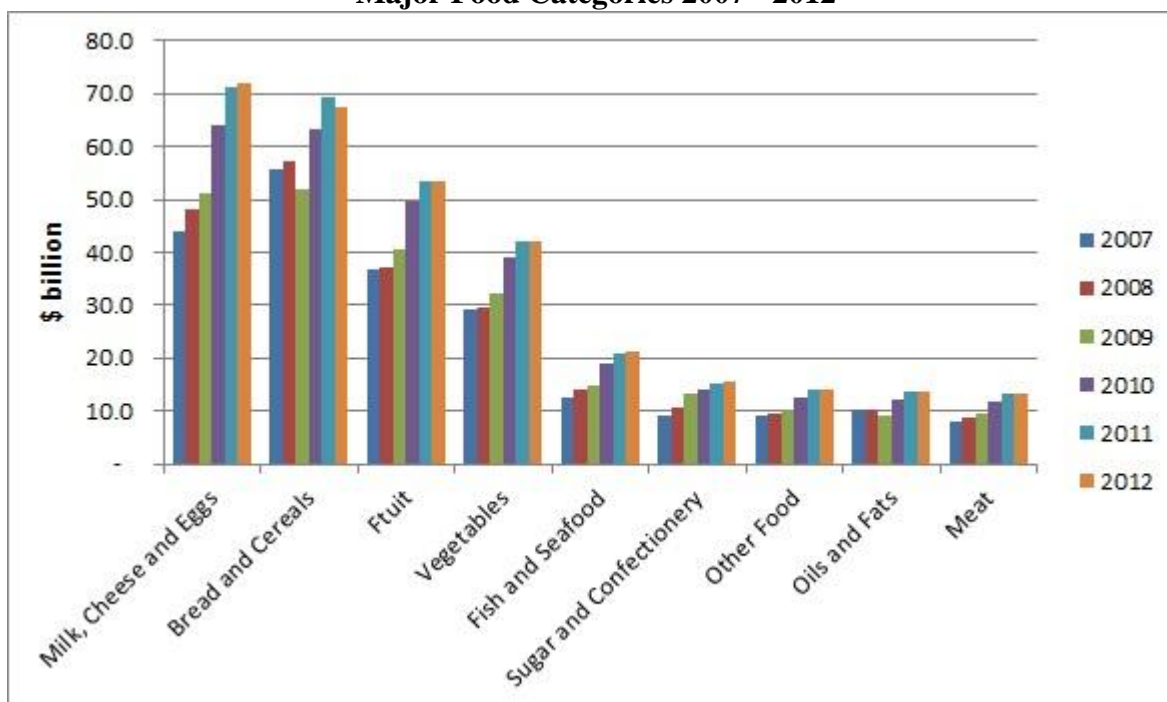
Table 1: Indian Consumer Expenditures on Major Food Categories During 2012

Categories	2012	2007 – 2012
	(\$ billions)	Growth Percentage
Milk, Cheese and Eggs	71.8	63.9
Bread and Cereals	67.3	21.0
Fruit	53.3	44.8
Vegetables	42.0	43.3
Fish and Seafood	21.2	68.2
Meat	13.3	64.1
Oils and Fats	13.5	33.6
Sugar and Confectionery	15.4	69.2
Other Food	14.0	50.5
Total	311.9	45.3

Source: Euromonitor

Demand for specialty and high value foods such as chocolates, nuts and dried fruits, cakes, fresh fruits and fruit juices peaks during the fall festive season, especially at Diwali - the Hindu festival of lights which occurs during October or November depending on the lunar calendar. This is also the best time to introduce new-to-market food products in India.

Figure 1: Growth in Indian Consumer Expenditures on Major Food Categories 2007 - 2012

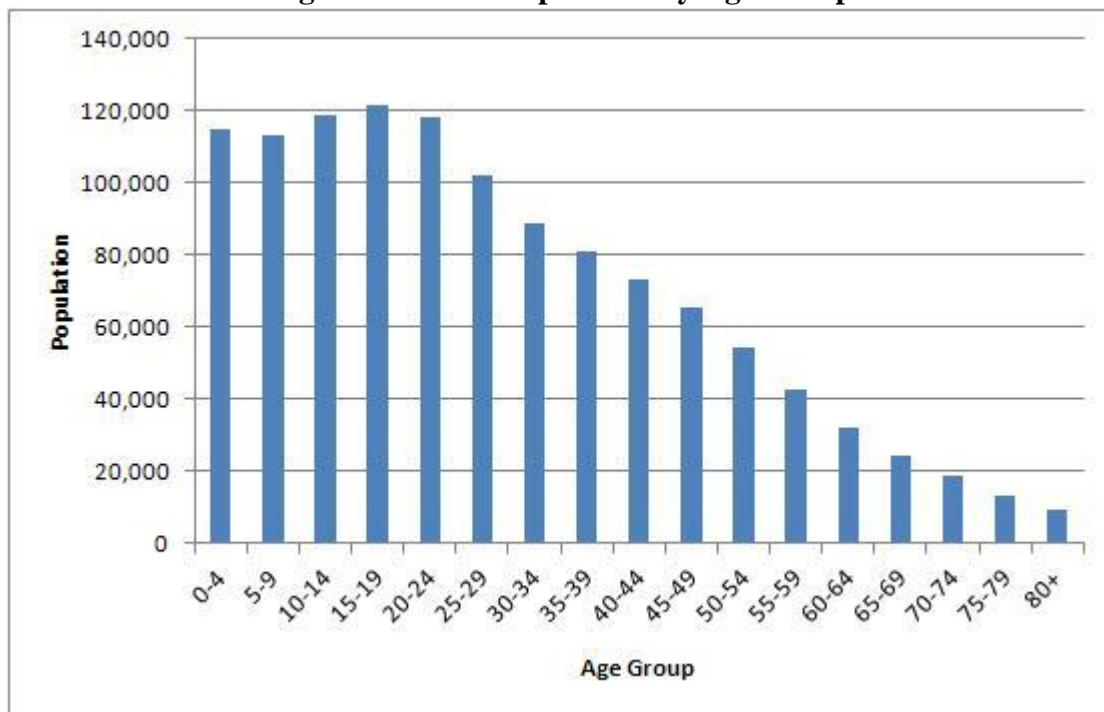


Source: Euromonitor

B. Consumer Demographics

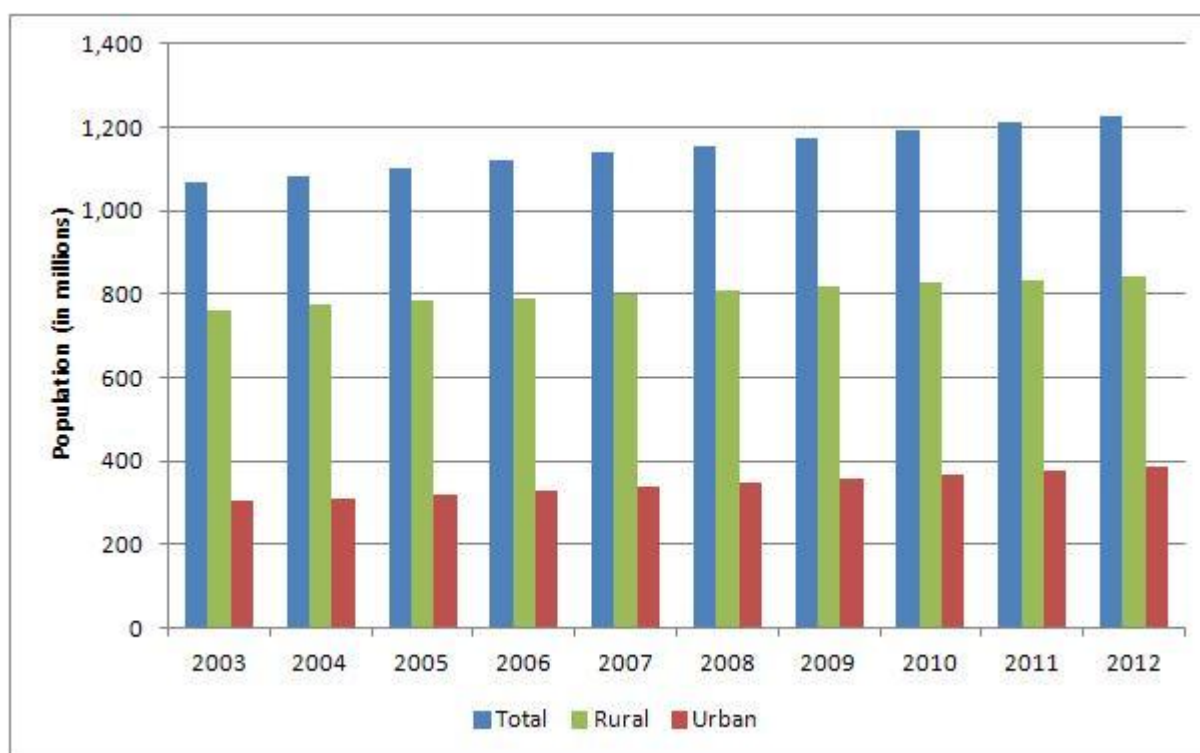
With a population of 1.2 billion, India is the world's second most populous country after China. India is also one of the youngest countries in the world with a median age of 25. Nearly 60 percent of Indians are under the age of 30. However, declining birth rates suggest that the Indian population will age over the next 10 years with the fastest growth occurring among those aged 30 and above, a group that comprises the highest earners. Nearly half of all Indians are married and families traditionally live in joint or extended families resulting in an average household size of 5.3 people in 2011. In urban areas, smaller nuclear families are becoming more common as mobility and employment opportunities increase.

Figure 2: Indian Population by Age Group



Source: The National Sample Survey Office report on Indian population by age group.

Figure 3: India's Population 2003-2012



Source: Euromonitor

Over 800 million Indians live in rural areas compared to 380 million who live in urban areas. While the urban population is growing at more than double the rate of rural areas as migrants move to cities in search of opportunity, it will likely be several decades before India's population will become majority urban. Agriculture accounts for an estimated 14.1 percent of Indian GDP, but over half of Indians are employed in agriculture, suggesting that urban areas will continue to gain population as surplus labor moves to cities. Nevertheless, rural areas are emerging as important markets for fast moving consumer goods. A study by the Confederation of Indian Industry and Technopak estimated the total value of the rural market at \$425 billion in 2010. Aside from vegetable oil and pulses, opportunities for imported value-added or consumer-ready foods are likely limited in rural areas.

While media reports touting the rise of the Indian middle class abound, incomes in India continue to be relatively low. The World Bank classifies India as a "low income" country. The annual per capita gross income was \$1,489 during 2012 according to data compiled by World Bank. The Government of India recently published a similar estimate indicating that real per capita annual disposable income grew 11.7 percent from 2011 to 2012 to Rs. 68,747 (\$1,200).

Persistent low incomes and rising food prices present nutritional challenges for many Indian consumers. A 2009 Food and Agriculture Organization report estimated that one out of every five Indians is undernourished. The the HUNGaMA (Hunger and Malnutrition) Report - 2011 by Government of India indicates that 42 percent of Indian children are underweight. According to India's National Sample Survey Office, Indians continue to spend a large percentage of their incomes on food with rural Indians spending 57 percent and urban residents spending 44 percent. To some degree, the

large number of lower income earners may reflect the large numbers of younger Indians who have not yet moved into their prime working years. In addition, the practice of living in extended families also helps to stretch incomes in India. Indians continue to be excellent savers saving nearly 30 percent of their incomes on average.

Table 2: Growth in People within Annual Gross Income Per Capita Categories 2007-2012
(Income categories defined following the table.)

2012 Per Capita Income Band	2012 Million People	2007-2012 Percent Growth in People per Category
A: Above \$2,300	80	9.6
B: \$1,725-\$2,300	47	4.4
C: \$1,150-\$1,725	102	4.0
D: \$575-\$1,150	253	6.6
E: Below \$575	379	17.2

Source: Euromonitor, one dollar equals Rs. 60

- A: Reflects earners with annual incomes that are 200 percent or more of the per capita gross income for earners over the age of 15 which equates to incomes above Rs. 137,975 or \$2,300.
- B: Reflects earners with annual incomes that are 150-200 percent of the per capita gross income for earners over the age of 15 which equates to Rs. 103,481-137,975 or \$1,725-\$2,300.
- C: Reflects earners with annual incomes that are 100-150 percent of the per capita gross income for earners over the age of 15 which equates to Rs. 68,988-103,481 or \$1,150-\$1,725.
- D: Reflects earners with annual incomes that are 50-100 percent of the per capita gross income for earners over the age of 15 which equates to Rs. 34,494-68,988 or \$575-\$1,150.
- E: Reflects earners with annual incomes that are less than 50 percent of the per capita gross income for earners over the age of which equates to incomes below Rs. 34,494 or \$575.

While consumption of processed foods such as domestically-produced chips, biscuits and vegetable oils penetrates the lower income categories, current opportunities for value-added imported foods are generally thought to be limited to higher income consumers. According to data provided by Euromonitor, average consumer expenditure per household by the top 10 percent of Indian households rose to \$9,267 in 2012 from \$8,652 in 2010. Trade sources frequently estimate India's market for luxury goods at 10 million people and data from Euromonitor indicates that during 2007-2012, the luxury goods markets in India recorded real growth of 270 percent. There are nearly 660,000 households with annual incomes in excess of \$150,000, up from 360,000 in 2007.

Regionally, the union territories of Delhi (Rs. 201,083) and Puducherry (Rs. 122,652, formerly Pondicherry) and the small state of Goa (Rs. 167,838) have the highest per capita incomes. Among states, Gujarat (Rs. 89,688), Maharashtra (Rs. 107,670, home to Mumbai), Tamil Nadu (Rs. 98,550, home to Chennai) Karnataka (Rs. 77,015, home to Bengaluru, formerly known as Bangalore) along with Haryana (Rs. 122,660) have the highest per capita incomes. The states of Bihar (Rs. 28,317) Uttar Pradesh (Rs. 33,269, India's most populous state) and Madhya Pradesh (Rs. 43,864) have the lowest per capita incomes.

Advantages	Challenges
Expanding number of middle and upper income consumers	Incomes are relatively low and high income consumers are spread throughout the country
Increasing urbanization and growing number of working women	Diverse agro-industrial base offering many products at competitive prices and preference for fresh traditional foods
Increasing exposure to international products and western lifestyle	Indian food companies (including many multinational companies) produce western-style food products at competitive prices
A gradual transformation of the retail food sector in urban and rural areas	Difficulties in accessing vast semi-urban and rural markets due to infrastructure limitations
U.S. food products are considered safe and of high quality	High tariffs, persistent sanitary and phyto-sanitary requirements that effectively prohibit or restrict imports and competition from other countries.
Strong U.S.-India ties	Inability of U.S. exporters to meet Indian importers' requirements (mixed shipments, changing product specifications to conform to Indian food laws, etc) and competition from countries having geographical proximity and freight advantage.

SECTION II: EXPORTER BUSINESS TIPS

A. Food Preferences

An estimated 20-30 percent of the Indian population is strictly vegetarian in accordance with the tenets of Hinduism. Those Hindus who eat meat tend to do so sparingly and beef consumption is taboo among Hindus, Jains and Sikhs who comprise over 80 percent of India's population. Furthermore, non-vegetarian food is not consumed during special days or religious observances. India's large Muslim population (estimated at 160 million) does not consume pork and eats Halal animal products that are sourced from livestock that were slaughtered according to the tenets of Islam.

Indians tend to take pride in the many regional and varied foods that comprise Indian cuisine. In general, Indians have a strong preference for fresh products, traditional spices and ingredients, which has generally slowed the penetration of American and other foreign foods. However, the acceptance of packaged, convenience and ready-to-eat food products is increasing, especially among younger consumers and the urban middle class. Many Indians are quite willing to try new foods while eating out, but often return to traditional fare at home. Italian, Thai and Mexican foods are reportedly the fastest growing new cuisines in India and consumers are slowly diversifying their consumption patterns.

Typical imported food items that can be spotted in retail stores in major cities include dry fruits and nuts, cakes and cake mixes, pastries, chocolates and chocolate syrups, seasonings, biscuits, canned fruit juices, canned soups, pastas, noodles, popcorn, potato chips, canned fish and vegetables, ketchup, breakfast cereals, and fresh fruits such as apples, pears, grapes and kiwis.

B. Shopping Habits

Indian consumers traditionally purchase their daily food needs from small neighborhood stores and vendors because of convenience, perceived freshness, and limited refrigeration and storage space at home. Quality is considered important, but there is a reluctance to pay a premium. With the penetration of modern retail outlets in larger cities, suburbs, and semi-urban areas, more and more Indians are gaining exposure to organized retail. A growing number of people in urban areas are widely travelled and have experienced international cuisines and branded food products. These consumer groups (mostly young professionals) have higher levels of disposable income and generally prefer making weekly/monthly purchases of processed foods and branded products. In general, most of the shopping and food purchasing decisions are made by women. In households that can afford hired help, servants often do much of the shopping. Availability of many fresh foods, particularly fruits and vegetables, is seasonal, and people are accustomed to adjusting their diet to the season.

A typical Indian household will make regular purchases of wheat flours, pulses, edible oils, ghee (clarified butter), dairy items (milk, butter, yogurt, paneer (a local cheese)), spices and condiments, pickles, noodles, snack foods, jams and sauces. Most packaged food items are sold in small containers to keep pricing low.

C. Distribution Systems

Marketing channels for imported foods often involve several intermediaries. Indian firms typically import, with the help of a clearing and forwarding agent, and distribute food products to retailers. While a number of importers have their own warehouses, others may utilize clearing and forwarding agents to facilitate the storage, movement and distribution of goods given the high cost of building and maintaining warehouses and maintaining truck fleets. Importer/distributors with national distribution typically have sub-offices in regional cities or appoint other distributors to market their products in specific regions.

For domestically produced foods, clearing and forwarding agents transport merchandise from the factory or warehouse to “stockists” or distributors. While the agents do not take title to the product, they receive 2 to 2.5 percent margins, then invoice the stockist, and receive payment on behalf of the manufacturer. The stockists have exclusive geographical territories and a sales force that calls on both the wholesalers and on large retailers in urban areas. They usually offer credit to their customers and receive margins in the range of three to nine percent. The wholesalers provide the final link to those rural and smaller retailers who cannot purchase directly from the distributors.

Sales to these retailers are typically in cash only and the wholesalers receive a margin of two to three percent. Margins for retailers vary from 5 to 30 percent, and the total cost of the distribution . Sales to these retailers are typically in cash only and the wholesalers receive a margin of two to three percent. Margins for retailers vary from 5 to 30 percent, and the total cost of the distribution network represents between 10 and 20 percent of the final retail price. As a rule of thumb, retail prices of imported foods

are typically two to three times higher than FOB export prices after tariffs, excise, margins and transportation costs added on. Added costs for products requiring refrigeration or special handling are even higher.

With the rise of chain restaurants, modern companies specializing in the handling of food have also emerged. These firms are equipped to comply with rigorous temperature and quality specifications on behalf of their clients and offer modern warehousing and transportation facilities.

Retailers rarely import directly, relying on importers and distributors to handle the clearing and storage of products. However, a few of the larger modern retail chains have started to import certain products directly. Imported foods enter India from regional trading hubs such as Dubai, Singapore and Hong Kong as well directly from supplying countries. Major importers are located in Mumbai, Delhi, Bengaluru, Kolkata, and Chennai.

D. Infrastructure

Refrigerated warehousing and transportation facilities are limited and costly, but facilities are improving. In some cases, high electricity costs and/or erratic power supplies have constrained cold chain development. Whereas infrastructure projects were previously reserved for the public sector, private investors are now being encouraged to participate in developing roads, warehouses markets and transportation links.

India has 3.34 million kilometers (2 million miles) of roads and roads in some areas have improved considerably over the past 10 years. Nevertheless, road travel can be slow and difficult. India also has over 65,000 km (40,389 miles) of railroads that carry over 30 million passengers and 2.8 million tons of freight per day.

India has a coastline of 7,600 kilometers and is serviced by 13 major ports in Kandla, Mumbai, Mundra, Cochin, Mormugoa, and New Mangalore on the west coast, and Chennai, Tuticorin, Vishakhapatnam, Paradeep, Ennore and Kolkata on the east coast. Container handling facilities are available at most major ports and in several major cities. Mumbai, followed by Chennai, is India's largest container port and the port where most containerized food enters India. Air shipments typically land at the Mumbai or Delhi airports. Freezer and refrigeration facilities at the Mumbai airport are limited and present a challenge for importers seeking to clear high value food products with a short shelf life.

E. Finding a Business Partner

The most important question exporters can ask as they research the Indian market is “does my product have market access?” See the trade policy section of this report for more details. If yes, then the next thing to consider is pricing relative to Indian incomes. As a rule of thumb, a product is likely to be two to three times more costly than the U.S. FOB price once it reaches the retail shelf. Consequently,

determining whether a product should target the small number of high-income consumers or larger numbers of middle income consumers is key in assessing market potential in India. Exporters should then consider whether they are willing to start small, meet special labeling requirements, ship mixed or partial containers and be both persistent and patient.

If an exporter is still interested in the Indian market, the next step is to locate a reliable importer/distributor. A group of professional importers who are keen to manage brands is developing in India and many are interested in expanding their product lines. These importers typically seek exclusive rights to market a particular product or brand. Generally speaking, U.S. companies should avoid the temptation to establish a relationship with an importer/distributor merely because they are the most persistent suitor. India effectively prohibited imports of most food products until 10 years ago. Hence, the food import business is relatively new and exporters would be wise to meet potential importers and research their business profile carefully through banks and trade associations.

A visit to India to gain a first-hand feel of the Indian market, preferably coinciding with a major food show, such as AAHAR or Annapoorna (See Appendix B for more details, ([Annapoorna is a USDA endorsed show](#))) offers a good opportunity to learn more about the Indian market and meet prospective importers. Similarly, increasing numbers of Indian importers are visiting international food shows such as ANUGA, SIAL and Gulfood.

Restaurant franchises are another way of introducing new products. An increasing number of chains are opening in India including casual dining, fast food and cafes. While many of these companies source foods that are produced in India, some require specialized ingredients or imports of certain items that are not readily available. Exporters should check with importers to see if they are approved suppliers for franchises. Additionally, India's hotel sector has traditionally represented a small but consistent market for certain high-value food products that cannot be readily sourced in India.

Consider the following before selecting a distributor:

- Do they have a national or regional distribution network?
- How is their distribution network structured?
- Who are their customers? Do they sell to retailers, hotels or restaurants?
- What are their capabilities? Do they have experience handling perishable or value added foods?
- Are they interested in marketing your products? If so, how will marketing costs be handled?
- Are they paying listing fees to retailers?
- Are they managing similar brands or products from other suppliers?
- What are the margins and costs charged by the distributor?
- Recognize that agents with fewer principals and smaller set-ups may be more adaptable and committed than those with a large infrastructure and established reputations.
- Be prepared to start small by shipping a few pallets or cases of a product and recognize that it could take several months or years before an importer is ready to order full containers.
- Be willing to meet special labeling requirements and consider working through a consolidator or participating in mixed containers.

Ensuring payment is another important consideration when establishing a relationship with an importer. Until a successful working relationship is established, exporters may wish to consider vehicles such as

an irrevocable letter of credit. Alternatively, Indian importers are accustomed to operating without credit and may be willing to pay cash prior to shipment. While FAS India receives few queries concerning delinquent Indian importers, our offices do not have the authority or expertise to mediate contractual disputes or serve as a collection agent when differences over payment arise. FAS India can recommend local legal services, but these situations can be avoided with proper preparation and sale terms. For firms that qualify, the Export Import Bank of the United States provides exporter insurance.

A number of regional trade associations and chambers of industry are active in India. These associations work on behalf of local and multinational food and food ingredient manufacturers, processors, importers, farmers, retailers, cooperatives etc. Please see Appendix E for details on such trade associations operating in India. Exporters are advised to identify appropriate associations and work closely with these associations to explore opportunities in the Indian market. There are several U.S.-based trade groups that are active in India. For more information please refer to Appendix C.

F. Trade Policy

There are several key trade restrictions that limit market access for U.S. food products. Imports of most animal and livestock-derived food products are effectively banned because of established Indian import requirements. This includes dairy products classified in Chapters 4 and 21 of the Harmonized Tariff Schedule, poultry meat, lamb and mutton, seafood, goat and pork products including pet foods. Imports of beef are banned due to religious concerns. Imports of alcoholic beverages are constrained by high import tariffs, local taxes and a complex licensing system for distribution and sales. Exporters should work closely with local Indian importers of alcoholic beverages.

Effective July 8, 2006, the Government of India's (GOI) Foreign Trade Policy (2004-2009) specified that all imports containing products of modern biotechnology must have prior approval from the Genetic Engineering Approval Committee (GEAC), Ministry of Environment and Forests. The policy also made a biotech declaration mandatory. No biotech food product or ingredient is officially permitted for commercial importation. The only exception is soybean oil derived from Roundup Ready Soybeans, which was approved for importation on June 22, 2007, by the GEAC. For more information on India's biotech import policy, please see [IN3083](#) – 'Agricultural Biotechnology Annual 2013'.

G. Advertising and Sales Promotion

Advertising and trade promotion in India is creative and well developed. Most major U.S. advertising firms choose local partners, as they know India and Indians best. Advertising through television is especially popular in India. Increasing numbers of Indian consumers have access to a number of national and international channels through satellite television. Hindi channels are popular among the majority of the middle-income population. In addition to government-run television in various regional languages, there are several popular national, international, and regional privately-owned channels. Most urban households have televisions, and televisions are also increasingly present in rural India. India also has a number of national and local newspapers in a variety of languages. The number of radio stations is also increasing, especially in larger cities.

While mass advertising through television, radio or newspapers is relatively expensive, U.S. trade associations, cooperators or companies that have an established or growing presence in the market may find that a broader advertising strategy could help to increase awareness and sales of their products. There are a few products such as fresh and dried fruits that enjoy considerable success in the market may, despite the higher cost of mass advertising, be ripe for broader marketing engagement with the Indian consumer.

For smaller and new-to-market exporters, targeted promotions are likely a more appropriate and cost-effective approach to marketing. Indian importers and distributors are generally eager to support marketing campaigns, but often note that foreign suppliers are unwilling to provide adequate marketing support.

There are a large number of annual trade shows focusing on various aspects of the food sector. These shows cater to Indian exporters and the domestic food industry, but a few shows are starting to become viable options for foreign food exporters. This report lists five shows in Appendix B, one of which, Annapoorna, is currently endorsed by USDA. Mumbai-based Annapoorna will be held from September 24-26, 2014. The show has been well attended by distributors and importers, supermarket chains, hotels, restaurants and food service providers and is emerging as a major show in western India. Additional information on other Indian trade shows can be accessed from the following website:

<http://www.indiatradefair.com>

H. Business Etiquette

India offers one of the largest English-speaking workforces in the world. Although Hindi is India's leading national language, most Indian officials and business people have an excellent command of English. Most Indian businessmen have traveled abroad and are familiar with western culture. Business is not conducted during religious holidays that are observed throughout the many regions and states of India. Verify holiday information with the Consulate or Embassy before scheduling a visit. Indian executives prefer late morning or afternoon appointments between 11:00 a.m. and 5:00 p.m.

The climate in India can be hot for most of the year; it is advisable to wear lightweight clothing to avoid discomfort. Men should wear a jacket and tie (and women should wear corresponding attire) when making official calls or attending formal occasions. Always present a business card when introducing yourself. Refer to business contacts by their surname, rather than by their given name. Use courtesy titles such as "Mr.," "Mrs.," or "Ms." Talking about your family and friends is an important part of establishing a relationship with those involved in the business process. Hospitality is a key part of doing business in India; most business discussions will not begin until "chai" (tea), coffee, or a soft drink is served and there has been some preliminary "small talk." To refuse any beverage outright will likely be perceived as an insult. While an exchange of gifts is not necessary, most businessmen appreciate token mementos, particularly if they reflect the subject under discussion. Business lunches are preferred to dinners. Try to avoid business breakfasts, especially in Mumbai. The best time of year to visit India is between October and March, so that the seasons of extreme heat and rains can be avoided. Although Delhi (the capital) has a cool, pleasant winter (November - February), summers

(April –July) are fierce with temperatures of up to 120 degrees Fahrenheit. Mumbai (the business hub) and most other major cities have a subtropical climate – hot and humid year around. Most Indian cities have good hotels and are well connected by domestic airlines.

I. Import Duties

High tariffs on the majority of food items along with effective bans on certain products continue to hinder the growth of food imports from the United States (see Section F. Trade Policy). Import tariffs on consumer food products range from zero to 150 percent, but most products face tariffs in the 30-40. India's tariff structure is such that there is considerable flexibility to raise or lower tariffs. Consequently, tariffs are subject to review and change, especially at the start of the fiscal year on April 1. The computation of the effective import tariff is often complex and can involve an array of additional duties including a Countervailing Duty, an Education Cess (a special surcharge on all direct and indirect taxes of three percent introduced in the February 2007 budget), a Special Countervailing Duty (SCVD) and a one percent Customs fee which can increase the effective or actual tariff by an additional 5-10 percentage points. Given the complexity of India's tariff structure, U.S. exporters should discuss tariff levels and additional charges that will affect the landed cost of their products with prospective importers.

J. Food Laws

On August 5, 2011, the Food Safety and Standards Authority of India (FSSAI) formally implemented its Food Safety and Standards Rules, 2011 as published in the Indian Official Gazette Notification No. G.S.R. 362(E). The Food Safety and Standards Rules, 2011 contain the provisions for establishing enforcement mechanisms, sampling techniques, and other legal aspects instituted under Section 91 of the Food Safety and Standards Act 2006. The full text of the final Food Safety and Standard Rules, 2011 can be accessed on the FSSAI website: [Food Safety and Standard Rules, 2011](http://www.fssai.gov.in/). The objective of the FSSAI is to consolidate various food laws and establish a single regulatory agency in place of the current multiple regulatory agencies (See: <http://www.fssai.gov.in/>). The standards are essentially a consolidation of previous food laws that were administered by a number of government agencies. Key requirements for food exporters include maximum retail pricing, vegetarian (green dot) or non-vegetarian (red dot), requirements for dates of production, import and expiration along with a requirement that all imported products must have at 60 percent of their shelf life remaining at the time of import. Exporters should work closely with their importers to ensure that their products comply with local ingredient and labeling regulations.

On November 1, 2012, the Ministry of Consumer Affairs, Food Public Distribution, formally implemented rules requiring that food products must be sold in standard sized packages under the Legal Metrology Act 2011. The rule stipulates standard package weights such as (but not limited to) 100 grams or 250 grams. Non-standard weights (i.e. 413 grams) are no longer allowed as of November 1, 2012. Importers have already stopped importing certain food products and exporters should work closely with their importers to determine if their product weights comply with the rule. The products may clear the import process, but inspections on this particular regulation are done at the retail level and non-conforming products could be removed from shelves. See [IN2150](#), [IN2069](#), [IN3094](#), [IN3134](#) for more information.

SECTION III: MARKET SECTORS: STRUCTURE AND TRENDS

A. Food Retail

Food retailing in India is typically described as being part of the “unorganized” sector, which means that it is dominated by millions of small shops that rely on traditional wholesaling and distribution methods. These are small neighborhood stores that often provide free delivery and credit to regular customers. The “organized” or modern food retail sector in India has begun to emerge over the past five years. The number of “modern” retail outlets has increased from an estimated 200 outlets in 2005 to over 3,000 outlets in 2012, but there was a slight decline in the number of stores in 2013. For more information see [IN3059](#) – ‘India’s Food Retail Sector Takes a Breather’. The modern retail sector, which includes a mix of supermarkets, hypermarkets, specialty and gourmet stores, and convenience stores, is dominated by large Indian companies. Several foreign retailers have established operations in India, but have been limited to wholesale operations known “cash and carry” stores because of India’s foreign direct investment laws. For more information see IN3150 – Retail Food Sector Annual 2013.

Supermarkets are typically 3,000 to 6,000 square feet as high real estate costs continue to present a challenge to retailers seeking store locations. Some are located in or near shopping malls. These are self-service stores stocked with a wide range of Indian and, more recently, imported groceries, snacks, processed food, confectionary, personal hygiene and cosmetic products. Imported items in the supermarkets consist mainly of almonds and other dry fruits, fresh fruit, fruit juices, ketchup, chocolates, sauces, specialty cheese, potato chips, canned fruits/vegetables, cookies, and cake mixes. They stock most national brands, regional and specialty brands, and sometimes their own brand of packaged dry products, and some international brands. Many have a small bakery/confectionary section, and some have fresh produce, meat and dairy products. A few sell small quantities of frozen foods. A typical supermarket carries about 6,000 stock-keeping units.

A few retailers are establishing large hypermarkets with an area of 25,000 to 100,000 square feet in an effort to take advantage of scale and create a unique one-stop shopping experience in India that differentiates them from smaller supermarkets and traditional small retailers. These stores are catering to consumers who seek wider selection and have the means to have storage space (including refrigerators) and their own transportation.

Until modern food retail began to develop a few years ago, smaller “Mom and Pop” stores were the primary purveyors of imported foods. There are thousands of these stores around India and some are the only source of imported foods in their cities. These small stores continue to be an important sales platform for imported foods.

B. Food Service

A 2008 report by Technopak, estimated the size of India’s hospitality industry at \$23 billion, of which the “organized” or modern sector contributes about 30 percent. The sector is forecast to grow to \$42

billion by 2018. India has strong domestic hotel chains, including Indian Hotels Ltd. (Taj Group), East India Hotels Company Ltd. (Oberoi Group), ITC Ltd. (Welcome Group), Asian Hotel and Leela Venture. Several international chains such as Radisson, Four Seasons, Best Western, Hilton, Marriott, Country Inn and Suites by Carlson, and Quality Inn have also established a presence through franchising. The premium segment (including 5-star deluxe and 5-star hotels) dominates the hotel business in India and accounts for roughly 65 percent of total revenues in the industry. Hotels in this segment are concentrated in major metropolitan cities such as New Delhi, Mumbai, Chennai, Bengaluru, Pune, Hyderabad, and Kolkata, and are now spreading to middle-tier cities and along major tourist circuits. Most of the 5-star business is generated from business travelers, and most of those are international. The mid-market segment (comprised of 3 and 4 star hotels) caters to a mix of business and leisure travelers and is concentrated in second-tier cities and in major tourist locations. The budget segment (2 star ratings or below) is present in most towns and cities and places of tourist interest and does not present an opportunity for food exporters.

Premium and mid-market hotels source most of their food needs from local distributors who present the best opportunity for accessing the hotel sector. Hotels typically contract with local distributors on centralized annual supply contracts. Some hotels import directly through consolidators in Europe, the Middle East or Asia. Hotels have the option of obtaining products duty-free against their foreign exchange earnings and typically do so via distributors who have bonded warehouses that can supply duty-free goods. When sourcing imported goods from local distributors, hotels tend to focus on branded specialty products that are not available in the local market.

After a slow start, the fastfood and casual dining industries have shown impressive growth in recent years. Chains and franchises, both international and local, are doing well in major urban areas and are spreading into smaller cities. To gain favor with Indian diners fastfood restaurants have developed a range of “Indianized” products to suit the local palate. Some outlets serve exclusively vegetarian food, catering to the country’s large vegetarian population.

Although fast food chains source most of their raw materials locally, some ingredients that are not available in India are imported. In the past few years, the “coffee shop” culture has spread throughout major cities and seems poised for further growth. While coffee import tariffs are high, suppliers of specialty ingredients and syrups may find opportunities in this sector. For a detailed report on hotel, restaurant and institutional food service sector, please see IN3151 at www.fas.usda.gov.

C. Food Processing

According to the data provided by Ministry of Food Processing, the food processing sector accounts for about 12 percent of agriculture gross domestic product and is valued at \$13 billion in 2011. As foreign multinational corporations have entered Indian, the food processing industry (FPI) has attracted \$3.7 billion in foreign direct investment (FDI) since April 2000 accounting for one percent of total FDI inflows. However, share of FDI inflow in FPI was slightly higher at 2 percent for FY 2012. A large segment of the Indian food processing industry still operates in the “unorganized” sector, which consists of small enterprises often operating outside of India’s legal, tax, and regulatory systems. These

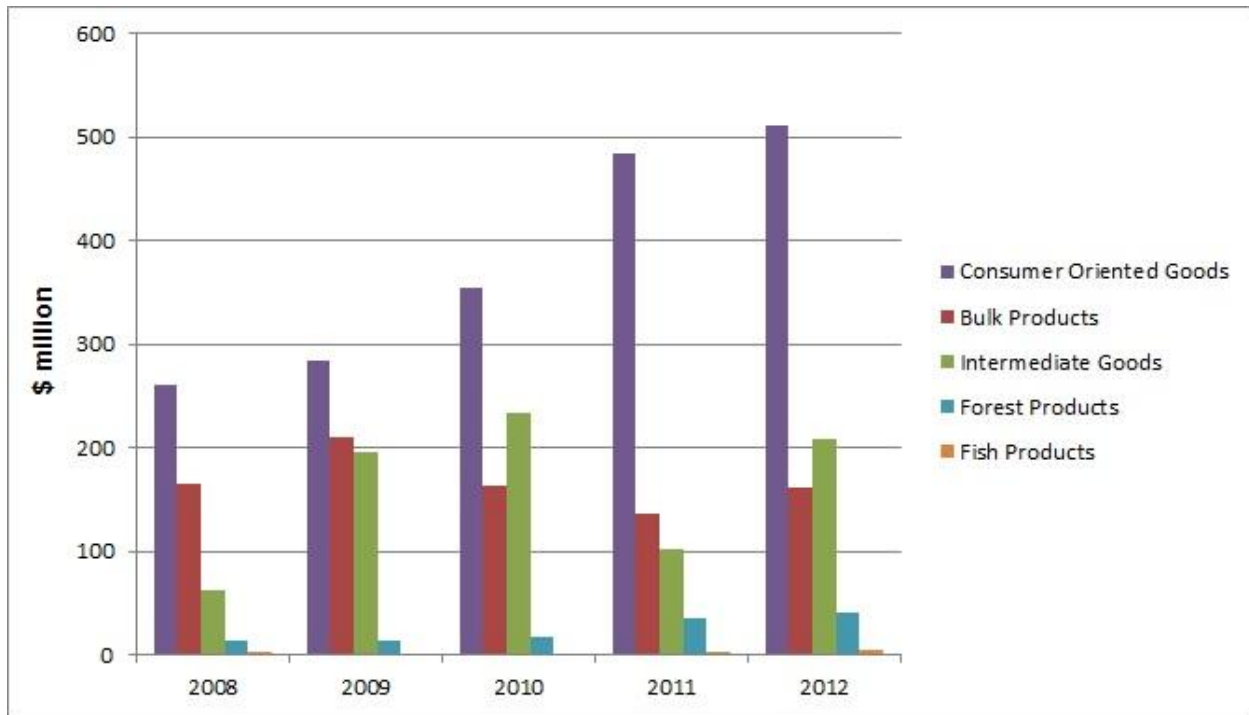
enterprises are pervasive in agricultural processing and marketing as well as other sectors of the economy.

The almost year-round availability of fresh products across the country, combined with consumers' preference for fresh products and freshly cooked foods, has tempered the demand for processed food products in the past. However, with changing lifestyle and consumption patterns cited in this report, the demand for convenient and hygienic foods is on the rise. Industry sources estimate that over 300 million consumers consume some type of processed food regularly.

Food processors are introducing new products and traditional recipes using improved technology, innovative packaging, and aggressive marketing. For ingredients that are not available in India, processors turn to imports and typically source through importers specializing in food ingredients. Food ingredients sourced by Indian food processing companies from the U.S. include dried fruits and nuts, essential oils, protein isolates, starch, vegetable saps, thickeners, lactose, sugar and sugar syrups, mixed seasonings, sauces and preparations, yeast, baking powders, sweeteners and other preparations for beverages, vinegar, oleoresins, and gelatin and gelatin derivatives.

Domestic food laws restrict the use of a number of ingredients, flavors, colors, and additives. Exporters should work with potential importers to ensure that their ingredients have market access. For details about India's Food Processing Industry, please see IN3153 at www.fas.usda.gov.

Figure 4: U.S. Exports to India – Values in \$ million



Source: United States Department of Agriculture (USDA)

SECTION IV. BEST PRODUCT PROSPECTS:

Category 1: Products Present in the Market that Have Good Sales Potential

Description	Total Imports CY 2012 - Value (\$ millions)	Total Imports CY 2012 - Quantity (metric tons)	5-yr. Import growth by value (in %)	Base tariff	Key Constraints Over Market Development	Market Attractiveness for US
Almonds	396	90,283	12	Rs. 35/ kg (in- Shelled)	Competition from Afghanistan and Australia	High seasonal demand, health consciousness
Pistachios	62	9,134	5	10%	Competition from Iran and Afghanistan	High seasonal demand, health consciousness
Grapes Fresh	9	3,952	8	30%	Competition from domestic and foreign suppliers	Seasonal shortages and high prices, diverse fruits among India's middle income population and growing retail industry
Apples Fresh	197	186,387	24	50%	Competition from domestic and other foreign suppliers	Seasonal shortages and high prices, diverse fruits among India's middle income population and growing retail industry
Pears And Quinces, Fresh	15	19,284	16	30%	Competition from other foreign suppliers like China and South Africa	Seasonal shortages and high prices, diverse fruits among India's middle income population and growing retail industry
Sugars and sugar Confectionery	465	787,029	44	up to 100%	Competition from domestic and other foreign suppliers	Consumer preference for imported products/ brands
Cocoa and Cocoa Preparations	210	57,473	29	up to 30%	Competition from domestic and other foreign suppliers	Consumer preference for imported products and brands
Fruit Juices	39	19,296	20	up to 30%	Competition from domestic brands and neighboring countries	Increasing health awareness and shortage of domestic products
Sauces, Preparations Mixes, Condiments, and Seasonings	12	4,974	0	30%	Competition from domestic brands	Consumer preference for imported products and brands and growing fast food culture

Beverages, Spirits, and Vinegar	338	175,714,160	10	150%	High import duty, complex state laws, and competition from other suppliers	Increasing consumption and growing middle income population
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SECTION V. POST CONTACT AND FURTHER INFORMATION

The following reports may be of use to U.S. exporters interested in India. These, and related reports, can be accessed via the FAS Home Page: www.usda.fas.gov by clicking on “Attaché Reports” and searching by the report number.

Report Number	Subject
IN2059	India’s Food Retail Sector Growing
IN3059	India’s Food Retail Sector Takes a Breather
IN3150	India Retail Foods Annual 2013
IN3027	E-retailing Grocery Market in India
IN3056	India’s Quick Service Restaurant Sector Growing
IN2162	Wine Market Update 2012
IN3151	India: HRI Food Service Sector Annual 2013
IN3098	Livestock and Products Annual 2013
IN3083	Agricultural Biotechnology Annual 2013
IN3119	Dairy and Products Annual 2013
IN3153	Food Processing Ingredients 2013
IN3089	Agricultural and Agribusiness Consultants 2013

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APPENDIX A – STATISTICS

TABLE A: Key Trade And Demographic Information

Agricultural imports from all countries (USD billion) ¹ / U.S. market share	20.4/ 4%
Consumer Food Imports from all countries (USD billion) ² / U.S. market share	3.0/ 17%
Edible fishery imports from all countries ³ (USD million) / U.S. market share	70/ 5%
Total Population ⁴	1.23 billion
Urban population ⁵ (millions)	380 million
Number of major metropolitan areas ⁶ (with a population of a million or more)	53
Population Density ⁷ (People per square kilometer)	382
Proportion of population below 6 years ⁸ / percentage	150 million/13%
Proportion of population above 7 years ⁹	1.05 billion
Per capita Gross Domestic Product in CY 12 (USD) ¹⁰	1,501
Unemployment Rate 2011/12 ¹¹ (%)	3.8
Female population employed ¹² (%)	23.6
Exchange Rate Rs. Per USD (as of November 15, 2013)	62.80

Source: ^{1, 2, 3} USDA/FAS Global Trade Database; ^{4, 5, 6, 7, 8, 9, 11} Census of India 2011

^{10:} International Monetary Fund; ^{11, 12:} Ministry of Labor and Employment Government of India

**TABLE B: Consumer Food and Edible Fishery Product Imports
for Calendar Years 2011 & 2012 (\$1,000)**

Commodity	Description	Imports from the World		Imports from the U.S.		U.S. Market share (%)	
		2011	2012	2011	2012	2011	2012
Consumer Oriented Agric. Total		3,125,807	3,019,376	448,202	498,365	14	17
080131	Cashew Nuts, Fresh Or Dried, In Shell	1,149,709	907,049			-	0
080211	Almonds, Fresh Or Dried, In Shell	314,233	347,700	257,702	287,872	82	83
080810	Apples, Fresh	189,615	196,779	70,066	84,841	37	43
080410	Dates, Fresh Or Dried	139,849	169,652	302	400	0	0
090411	Pepper Of Genus Piper, Neither Crushed Nor Ground	73,222	105,469	202	146	0	0
090700	Cloves (Whole Fruit, Cloves And Stems)	77,412	91,921	365	464	0	1
210690	Food Preparations Nesoi	71,823	74,218	17,104	16,910	24	23
080290	Nuts Nesoi, Fresh Or Dried, Shelled Or Not	64,495	70,858	0	7	-	0
350790	Enzymes And Prepared Enzymes, Nesoi	55,423	66,218	2,671	2,818	5	4
080250	Pistachios, Fresh Or Dried, Shelled Or Not	62,783	61,567	11,157	16,353	18	27
220290	Nonalcoholic Beverages, Nesoi	44,124	58,406	880	650	2	1
040210	Mlk & Crm,Cntd,Swt,Powdr,Gran/Solids, Nov 1.5% Fat	120,854	52,779	0	0	-	0
180690	Cocoa Preparations, Not In Bulk Form, Nesoi	46,831	48,448	1,019	621	2	1
080212	Almonds, Fresh Or Dried, Shelled	52,408	48,412	12,763	18,226	24	38
080420	Figs, Fresh Or Dried	39,348	44,466	0	0	-	0
170211	Lactose & Lactose Syrup Cont 99% More Lactse By Wt	36,911	40,149	8,862	8,060	24	20
090830	Cardamoms	27,751	39,442	0	0	-	0
350510	Dextrins And Other Modified Starches	32,601	32,539	7,108	6,876	22	21
040590	Fats And Oils Derived From Milk, N.E.S.O.I.	2,034	25,960	6	11	0	0
080510	Oranges, Fresh	18,835	21,143	9,034	3,811	48	18
080620	Grapes, Dried (Including Raisins)	8,274	20,939	224	810	3	4
091010	Ginger	14,677	17,207	6	1	0	0
040410	Whey & Modfd Whey Whet/Nt Cncntrtd Cntg Add Sweetn	19,551	17,023	2,734	2,549	14	15
180620	Chocolate Prep Nesoi, In Blocks Etc. Over 2 Kg	10,606	16,974	89	151	1	1
170490	Sugar Confection (Incl Wh Choc), No Cocoa, Nesoi	17,675	16,846	807	625	5	4

090619	Cinnamon-Tree Flowers, Neither Crushed Nor Ground	24,830	16,165	0	0	-	0
081310	Apricots, Dried	7,042	15,886	0	0	-	0
080820	Pears And Quinces, Fresh	13,719	14,906	3,161	3,823	23	26
230910	Dog And Cat Food, Put Up For Retail Sale	10,577	14,240	345	165	3	1
080132	Cashew Nuts, Fresh Or Dried, Shelled	9,587	13,043	0	0	-	0
200979	Apple Juice, Nesoi,Nt Fortified W Vitamins, Unferm	5,631	11,719	12	1	0	0
220429	Wine, Fr Grape Nesoi & Gr Must With Alc, Nesoi	12,773	11,013	1,146	850	9	8
170219	Lactose In Solid Form And Lactose Syrup, Nesoi	12,218	10,537	2,019	3,995	17	38
090910	Seeds Of Anise Or Badian	9,528	9,432	0	0	-	0
210390	Sauces Etc. Mixed Condiments And Seasonings Nesoi	9,609	9,199	1,835	1,642	19	18
080610	Grapes, Fresh	8,675	9,153	4,306	5,045	50	55
081050	Kiwi Fruit (Chinese Gooseberries) Fresh	6,803	9,133	0	0	-	0
210210	Yeasts, Active	5,236	9,015	343	493	7	5
090820	Mace	11,790	8,753	0	0	-	0
200990	Mixtures Of Fruit And/Or Vegetable Juices	3,895	8,551	1,904	6,810	49	80
200911	Orange Juice, Frozen, Sweetened Or Not	6,403	8,452	489	962	8	11
190590	Bread, Pastry, Cakes, Etc Nesoi & Puddings	6,672	8,234	445	531	7	6
190219	Pasta, Uncooked, Not Stuffed Etc., Nesoi	9,004	8,155	0	0	-	0
220410	Sparkling Wine Of Fresh Grapes	3,549	7,378	31	12	1	0
220210	Waters, Incl Mineral & Aerated, Sweetnd Or Flavord	6,511	7,369	143	26	2	0
200410	Potatoes, Prepared Etc., No Vinegar Etc., Frozen	6,946	7,323	4,582	4,860	66	66
200290	Tomato Paste Etc, Not Prepared With Vinegar Etc.	6,412	7,157	208	343	3	5
060290	Live Plants, Cuttings & Slips,Nesoi;Mushroom Spawn	6,027	6,609	330	108	5	2
090920	Seeds Of Coriander	5,897	6,567	327	356	6	5
220421	Wine, Fr Grape Nesoi & Gr Must W Alc, Nov 2 Liters	5,474	6,491	142	444	3	7
090810	Nutmeg	7,746	6,483	0	0	-	0
091020	Saffron	8,236	6,245	261	109	3	2
090940	Seeds Of Caraway	5,521	6,060	0	0	-	0
071290	Vegetables Nesoi & Mixtures, Dried, No Furth Prep	4,785	4,891	133	152	3	3
350220	Milk Albumin,Inc Concen Of 2 Or More Whey Proteins	4,386	4,703	3,123	4,381	71	93
220300	Beer Made From Malt	3,754	4,485	81	7	2	0
090420	Fruits Of Genus Capsicum Or Pimenta, Drd/Crsh/Grnd	4,820	4,415	248	372	5	8
081090	Fruit Nesoi, Fresh	3,592	4,366	5	3	0	0

190532	Waffles And Wafers	6,836	4,090	53	178	1	4
210111	Coffee Extracts, Essences Etc. & Prep Therefrom	2,423	3,708	78	184	3	5
200799	Jams, Fruit Jellies, Pastes Etc Nesoi, Nut Pastes	2,483	3,707	81	151	3	4
091030	Tumeric (Curcuma)	7,010	3,646	21	133	0	4
350290	Albumin & Albumin Derivatives, Nesoi	4,951	3,570	2,781	1,368	56	38
200899	Fruit & Edible Plant Parts Nesoi, Prep Etc. Nesoi	2,251	3,414	377	161	17	5
190531	Cookies (Sweet Biscuits)	3,417	3,276	30	64	1	2
040690	Cheese, Nesoi, Including Cheddar And Colby	3,577	3,255	90	93	3	3
200980	Juice Of Any Single Fruit/Vegtble Unfermentd Nesoi	9,129	3,238	2,145	111	23	3
152110	Vegetable Waxes (Other Than Triglycerides)	2,717	3,067	65	60	2	2
090611	Cinnamon, Neither Crushed Nor Ground	2,936	3,031	0	2	-	0
190120	Mixes & Doughs For Prep Of Bakers Wares Hdg 1905	1,631	2,814	17	132	1	5
220900	Vinegar & Substitutes For Vinegar From Acetic Acid	2,042	2,693	173	206	8	8
190540	Rusks, Toasted Bread And Similar Toasted Products	1,499	2,682	8	25	1	1
060110	Bulbs, Tubers, Corms, Crowns & Rhizoms Etc Dormant	672	2,631	0	0	-	0
190110	Food Preparations For Infants, Retail Sale Nesoi	2,832	2,620	26	3	1	0
180631	Chocolate & Othr Cocoa Preps, Not Bulk, Filled	253	2,620	0	0	-	0
190190	Malt Extract; Flour, Meal, Milk Etc Prod Etc Nesoi	5,703	2,580	202	117	4	5
040630	Cheese, Processed, Not Grated Or Powdered	1,549	2,529	23	58	1	2
190230	Pasta, Prepared Nesoi	2,456	2,457	19	47	1	2
180632	Chocolate & Othr Cocoa Preps, Not Bulk, Not Filled	847	2,403	0	0	-	0
091099	Spices, Nesoi	2,532	2,379	162	35	6	1
200969	Grape Juice, Nesoi, Nt Fortified With Vitamins/Min	2,428	2,377	0	0	-	0
200819	Nuts (Exc Peanuts) And Seeds, Prepared Etc. Nesoi	2,321	2,279	348	368	15	16
200860	Cherries, Prepared Or Preserved, Nesoi	1,734	2,091	2	6	0	0
080940	Plums, Prune Plums And Sloes, Fresh	1,633	2,042	557	492	34	24
210320	Tomato Ketchup And Other Tomato Sauces	2,630	2,010	550	555	21	28
190410	Prep Food, Swelling/Roasting Cereal/Cereal Product	1,090	1,970	0	0	-	0
040610	Cheese (Unrpd/Uncurd) Frsh Incl Whey Cheese Curd	2,183	1,941	0	0	-	0

200949	Pineapple Juice, Nt Fort., Unfermnt, Nesoi	1,774	1,917			-	0
060120	Bulbs, Etc In Growth Or Flower; Chicory	4,146	1,686	0	10	-	1
160100	Sausages, Similar Prdt Meat Etc Food Prep Of These	1,552	1,600	0	0	-	0
200880	Strawberries, Prepared Or Preserved Nesoi	1,473	1,593	8	42	1	3
060313	Fresh Cut Orchids And Buds	1,094	1,545	23	9	2	1
200570	Olives Prep/Pres Ex Vinegar/Acetic Acid Not Frozen	1,091	1,479	67	20	6	1
200490	Vegetables Nesoi, Prep Etc., No Vinegar Etc, Frozn	1,450	1,466	920	662	6 3	4 5
210500	Ice Cream And Other Edible Ice, With Cocoa Or Not	897	1,448	0	0	-	0
110630	Flour, Meal & Powder Of The Products Of Chapter 8	1,423	1,413	18	5	1	0
200919	Orange Juice, Other Than Frozen, Sweetened Or Not	1,401	1,288	7	32	0	2
350190	Caseinates & Other Casein Derivatives; Casein Glue	821	1,272	308	459	3 8	3 6
090500	Vanilla Beans	581	1,229	42	60	7	5
200820	Pineapples, Prepared Or Preserved Nesoi	396	1,218	0	0	-	0
200600	Veg/Fruit/Nuts/Fruit-Peel Etc, Preserved By Sugar	471	1,195	15	36	3	3
350219	Other Egg Albumin, Except Dried	697	1,126	325	331	4 7	2 9
080920	Cherries, Sweet Or Tart, Fresh	639	1,069	135	174	2 1	1 6
210120	Tea Or Mate Extracts/Essences/Concentrates & Preps	1,821	1,001	984	147	5 4	1 5
	Other Consumer Oriented Foods	70,191	346,14 6	3,100	3,965	4	1
Fish & Seafood Products		113,52 4	70,727	1,989	3,359	2	5
030269	Fish, Nesoi, With Bones, Fresh Or Chilled	87,128	36,692	-	95	-	0
030499	Fish Meat, Frozen, Except Steaks And Fillets Nesoi	6,304	8,776	280	593	4	7
030741	Cuttle Fish & Squid, Live, Fresh Or Chilled	3,809	6,137	-	-	-	0
030613	Shrimps And Prawns, Including In Shell, Frozen	5,723	5,526	1,128	1,507	2 0	2 7
030619	Crustaceans Nesoi Ckd Stmg/Boilg Frzn Flrs Mls Etc	-	2,508	-	293	-	1 2
030379	Fish, Nesoi, With Bones, Frozen	680	2,291	-	-	-	0
030429	Fish Fillets, Frozen, Nesoi	2,723	1,544	3	-	-	0
030559	Fish, Dried, Whether Salted But Not Smoked Nesoi	736	1,203	4	-	1	0
030749	Cuttle Fish & Squid, Froz, Dri, Salted Or In Brine	1,807	1,067	-	352	-	3 3

030319	Pacific Salmon, Nesoi, Excl Filet, Liver,Roe, Froz	-	723	-	-	-	0
030614	Crabs, Including In Shell, Frozen	286	715	-	-	-	0
030611	Rock Lobster And Other Sea Crawfish, Frozen	593	406	-	362	-	89
030329	Salmonidae Nesoi, With Bones, Frozen	1	396	-	-	-	0
030270	Fish Livers And Roes, Fresh Or Chilled	-	375	-	-	-	0
030322	Atlantic And Danube Salmon, With Bones, Frozen	1,076	352	34	1	3	0
160510	Crab, Prepared Or Preserved	202	325	2		1	0
030549	Fish Including Fillets, Smoked, Nesoi	11	220	-	-	-	0
030729	Scallops Incl Queen, Frozen/Dried/Salted/In Brine	78	164	1	3	1	2
160414	Tunas/Skipjack/Bonito Prep/Pres Not Minced	105	155	4	-	4	0
160590	Molluscs, Etc., Prepared Or Preserved	456	125	2		-	0
030759	Octopus, Frozen, Dried, Salted Or In Brine	9	114	-	75	-	66
030739	Mussels, Frozen, Dried, Salted Or In Brine	10	107	-	-	-	0
030419	Fish Fillets & Other Meat, Fr/Ch, Exc Steaks Nesoi	211	91	-	-	-	0
030380	Fish Livers And Roes, Frozen	-	80	-	37	-	46
030492	Toothfish Meat, Frozen, Except Steaks And Fillets	-	80	-	-	-	0
030342	Yellowfin Tuna Except Fillets, Liver & Roes Frozen	46	74	-	-	-	0
030377	Sea Bass Except Fillets, Livers And Roes, Frozen	113	72	-	-	-	0
030541	Pacific, Atlantic And Danube Salmon, Smoked	81	58	-	-	-	0
030219	Salmonidae, Nesoi, Fresh Or Chilled	-	40	-	-	-	0
030710	Oysters, Live, Fresh, Chilled, Frozen, Etc	16	37	16	36	97	98
160420	Fish, Prepared Or Preserved, Nesoi	585	36	427	-	73	0
030612	Lobsters, Including In Shell, Frozen	180	32	-	-	-	0
030211	Trout (Salmo Trutta, Etc) Fresh, Chilled, Nesoi	-	32	-	-	-	0
	Other Fish and Seafood Products	554	176	85	3	15	2
Agricultural Products Total		7,319,172	0,382,974	765,278	814,406	4	4
Agricultural, Fish and Forestry Products		0,871,065	3,083,173	801,886	862,524	4	4

* Cashew Nuts, Fresh Or Dried, In Shell are primarily for re-export.

Source: USDA/FAS Global Trade Database

TABLE C (I): Top 15 Suppliers of Consumer Foods*

Partner Country	Dollars (USD)			Percentage Share		
	2010	2011	2012	2010	2011	2012
World	2,146,918,745	3,125,806,728	3,019,375,990	100.0	100.0	100.0
United States	350,764,669	448,201,867	49,8365,310	16.34	14.34	16.51
Cote d Ivoire	163,311,531	219,804,394	233,659,339	7.61	7.03	7.74
Tanzania	132,617,736	121,707,916	183,286,409	6.18	3.89	6.07
Benin	78,428,658	172,080,055	160,299,297	3.65	5.51	5.31
China	120,476,965	200,266,905	143,450,130	5.61	6.41	4.75
Guinea-Bissau	58,863,936	211,534,751	123,649,292	2.74	6.77	4.10
Indonesia	70,486,326	106,783,999	113,639,586	3.28	3.42	3.76
Nepal	70,901,627	84,897,877	104,846,625	3.30	2.72	3.47
Afghanistan	93,543,987	84,646,293	101,577,280	4.36	2.71	3.36
Pakistan	64,031,765	78,911,022	94,221,315	2.98	2.52	3.12
Ghana	46,036,641	170,125,445	81,647,769	2.14	5.44	2.71
Bangladesh	26,539,875	51,147,695	72,127,569	1.24	1.64	2.39
Sri Lanka	75,573,331	73,997,557	71,033,174	3.52	2.37	2.35
Vietnam	42,281,333	62,264,339	70,143,989	1.97	1.99	2.32
New Zealand	133,975,177	73,583,063	69,987,940	6.24	2.35	2.32

Source: USDA/FAS Global Trade Database

*Imports from African countries are mainly cashews for processing and re-export from India.

TABLE C (II): Top 15 Suppliers of Fish & Seafood Products

Partner Country	Dollars (USD)			Percentage Share		
	2010	2011	2012	2010	2011	2012
World	58,424,470	113,523,885	70,727,000	100.0	100.0	100.0
Bangladesh	38,936,345	87,213,585	38,549,349	66.64	76.82	54.50
Vietnam	3,399,304	8,611,030	11,637,872	5.82	7.59	16.45
United States	513,104	1,988,742	3,358,747	0.88	1.75	4.75
Bahrain	495,825	752,438	2,196,469	0.85	0.66	3.11
United Kingdom	856,434	1,122,814	1,822,825	1.47	0.99	2.58
Oman	1,209,762	978,253	1,448,296	2.07	0.86	2.05
Pakistan	763,601	1,17,476	1,338,193	1.31	1.03	1.89
Unidentified Country	1,319,042	1,104,110	1,218,005	2.26	0.97	1.72
Japan	619,119	864,845	1,176,743	1.06	0.76	1.66

Thailand	2,072,736	731,588	993,120	3.55	0.64	1.40
Singapore	728,381	1,146,710	886,141	1.25	1.01	1.25
Saudi Arabia	61,579	1,864	803,887	0.11	0.00	1.14
Mexico	0	0	647,395	0.00	0.00	0.92
China	846,513	1,118,715	594,821	1.45	0.99	0.84
Spain	538,380	1,417,375	473,945	0.92	1.25	0.67

Source: USDA/FAS Global Trade Database

APPENDIX B: MAJOR FOOD AND AGRICULTURAL TRADE SHOWS IN INDIA IN 2013/14

Fine Food India 2013

December 11 - 13, 2013

Venue: Pragati Maidan, New Delhi

Website: <http://www.finefoodindiaexpo.com/>

Annual show in place of the former International Food and Drink Expo-India

Food and Grocery Forum 2014

January 23 – 24, 2014

Venue: Bombay Exhibition Centre - NSE Exhibition Complex, Goreagon (East), Mumbai

Website: <http://www.foodforumindia.com/>

Annual event, organized in January

Food Hospitality World 2014

January 23 – 25, 2014

Venue: MMRDA Grounds, Bandra Kurla Complex, Bandra East, Mumbai

Website: www.fhwexpo.in/

Annual event, organized in Mumbai (January) and Bangalore (June)

AAHAR International Food and Hospitality Fair 2014

March 10 - 14, 2014

Venue: Pragati Maidan, New Delhi

Website: <http://www.aaharinternationalfair.com/>

Annual Event, organized in March.

Annapoorna- World of Food India 2014

September 24 - 26, 2014

Venue: Bombay Exhibition Centre - NSE Exhibition Complex, Goregaon (East), Mumbai

Website: <http://www.worldoffoodindia.com/>

Annual Event, organized in September. USDA endorsed in 2013

APPENDIX C: U.S. BASED STATE REGIONAL TRADE GROUPS / COOPERATORS IN INDIA

Almond Board of California

Website: www.almondboard.com

Local Representative Office Address:

India Program Manager

Almond Board of California

M-16, Greater Kailash II

New Delhi 100 048

Tel: 011 2922 4491

E-mail: sudarshan.mazumdar@gmail.com

American Pistachio Growers

Website: <http://americanpistachios.org/>

Local Representative Office Address:

I2I Consulting

10, Sunder Nagar

New Delhi – 110 003

Phone: 91-11-24355047/24351798

Fax: 91-11-51507155

Email: devna@i2iconsulting.biz

Homepage: www.i2iconsulting.biz

California Table Grape Commission

Website: www.tablegrape.com

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: ctgc@scs-group.com

Home page: <http://www.scs-group.com>

California Prune Board

Website: <http://www.californiaprunes.co.uk/>

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: prunes@scs-group.com

Home page: <http://www.scs-group.com>

California Walnut Board & Commission

Website: <http://www.walnuts.org/walnuts/>

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: walnuts@scs-group.com

Home page: <http://www.scs-group.com>

Cotton Council International

Website: www.cottonusa.org

Local Representative Office Address:

Antar Advisors

B/91, Vishal Residency

Ramdev Nagar-Anand Nagar Road

Satellite – Ahmedabad – 380015, Gujarat

Tel: +91-79-4030 0131

Fax: +91-79-4032 7897

Email – antaradvisors@gmail.com / peush_narang@yahoo.com

Distilled Spirits Council of the United States

Website: <http://www.discus.org/index.asp>

Local Representative Office Address:

Creative Consultants

8 Joel, 3rd Floor

St. Michael's School Marg, Off L J Cross Road No. 1,

Opp. St. Michael Pre-primary School

Mahim, Mumbai 400 016

Ph: +91-22-2445 1033

Fax: +91-22-2445 2750

E-Mail: shatbhi@gmail.com

Food Export Association of the Midwest USA

Website: www.foodexport.org

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: foodexportusa@scs-group.com

Home page: <http://www.scs-group.com>

Food Export USA-Northeast

Website: www.foodexport.usa.org

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: foodexportusa@scs-group.com

Home page: <http://www.scs-group.com>

Pear Bureau Northwest

Website: www.usapears.org

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: usapears@scs-group.com

Home page: <http://www.scs-group.com>

Southern United States Association

Website: www.susta.org

Local Representative Office Address:

I2I Consulting

10, Sunder Nagar

New Delhi – 110 003

Phone: 91-11-24355047/24351798

Fax: 91-11-51507155

Email: devna@i2iconsulting.biz

Homepage: www.i2iconsulting.biz

Sunkist Growers

Website: <http://www.sunkist.com/>

Local Representative Office Address:

The SCS Group

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: ksunderlal@scs-group.com

Home page: <http://www.scs-group.com>

US Apple Export Council

Website: <http://www.usaapples.com/en/index.html>

Local Representative Office Address:

The SCS Group,

651, Pace City II, Sector 37

Gurgaon, Haryana 122 004

Ph: +91-124-434 4500

Fax: +91-124-434 4501

E-Mail: usa.apples@scs-group.com

Home page: <http://www.scs-group.com>

U.S. Dry Pea and Lentil Council

Website: www.pea-lentil.com

Local Representative Office Address:

C-101, Somvihar Apartments

Sangam Marg, R.K. Puram

New Delhi – 110022

Phone: 91-11-26184324

Fax: +91-11-26177340

Email: Shakundalal@hotmail.com

shakundalal@rediffmail.com

U.S. Grains Council

Website: www.grains.org

Local Representative Office Address:

FF 303 G, Sushant Shopping Arcade

Sushant Lok I

Gurgaon - 122 002

Phone: +91-124-404-5892

Fax: +124-239-6209

E-Mail: usgcindia@gmail.com

Washington State Apple Commission

Website: www.bestapples.com

Local Representative Office Address:

The SCS Group
651, Pace City II, Sector 37
Gurgaon, Haryana 122 004
Ph: +91-124-434 4500
Fax: +91-124-434 4501
E-Mail: apples@scs-group.com
Home page: <http://www.scs-group.com>

APPENDIX D: USEFUL INDIAN AGENCIES OF CENTRAL GOVERNMENT

Department of Animal Husbandry, Dairying and Fisheries (DADF)

Ministry of Agriculture,
Krishi Bhawan
New Delhi.
Website: <http://www.dahd.nic.in/>
Lead Role: Regulates imports of livestock and livestock products into India.

Ministry of Agriculture and Cooperation (AGRICOOOP)

Ministry of Agriculture
Krishi Bhawan
New Delhi.
Website: <http://agricoop.nic.in/>
Lead Role: Regulates imports of plants and plant products into India.

Plant Quarantine Organization of India (PPQ)

Plant Quarantine Division
Directorate of Plant Protection Quarantine and Storage
Department of Agriculture and Cooperation
Government of India
N.H. IV, Faridabad (Haryana)
Website: <http://www.plantquarantineindia.org/index.htm>
Lead Role: Inspection and regulation of the imports of plants and plant products.

Food Standards and Safety Authority of India (FSSAI)

FDA Bhawan
Kotla Road, New Delhi
Website: <http://www.fssai.gov.in/Default.aspx>
Lead Role: Regulates manufacturing, processing, distribution, sale and import of food with the aim of ensuring safe and wholesome food for human consumption.

Department of Health (DOH)

Ministry of Health and Family Welfare

Website: <http://www.mohfw.nic.in/pfa.htm#Draft%20Notifications>

Lead Role: Regulates standards for various domestic and imported food products.

Ministry of Food Processing Industries, India (MoFPI)

Panchsheel Bhawan, August Kranti Marg

Khelgaon, New Delhi – 110049

Website: <http://mofpi.nic.in>

Lead Role: Regulates and promotes the food processing sector in India.

APPENDIX E: LIST OF INDIAN TRADE ASSOCIATION

[Confederation of Indian Trade and Industry](#) (CII)

[Federation of Indian Chambers of Commerce and Industry](#) (FICCI)

[Associated Chambers of Commerce and Industry](#) (ASSOCHAM)

[Indo-American Chambers of Commerce](#) (IACC)

[American Chambers of Commerce and Industry](#) (AMCHAM India)

[Retailers Association of India](#) (RAI)

[Indian Importers Association](#) (IIA)

[All India Food Processors Association](#) (AIFPA)

[Indian Dairy Association](#) (IDA)

[Council of Leather Exports](#) (CLE)

[Compound Livestock Feed Manufacturers Association](#) (CLFMA)

[The Solvent Extractors Association of India](#) (SEA)

[United States India Business Council](#) (USIBC)

[Forum of Indian Food Importers](#) (FIFI)

[Federation of Hotels and Restaurants in India](#) (FHRAI)

